



# Welcome to the CSEPP-KYEM Wednesday Webinar

Fork In The Road: Ten Decisions, Challenges and  
Opportunities for Disaster Communicators

**Featured Presenter: Ed Conley**

Author, *Promote the Dog Sitter: And Other Principles for Leading During Disasters*  
Retired FEMA Public Affairs Officer

30 APR 2025



# Wednesday Webinar

The Wednesday Webinar Series was established to provide Public Information Officers (PIOs) and other communication related fields with virtual opportunities to address topic specific issues in quick 1-hour monthly webinars. Monthly topics and featured speakers will be selected and scheduled accordingly to help provide attendees with real-world application to the following: planning and developing a process with clearly defined procedures to gather and provide accurate, timely, and accessible information on an event as it approaches or as it has occurred.

Send suggestions for future events to [david.davis@ky-em.org](mailto:david.davis@ky-em.org)



# House Keeping

- Questions:
  - Judgement Free Zone!
  - Type questions in chat, I'll be monitoring
  - Or, unmute and ask yourself
  - **Ask anytime/Please, hold until the end**
- Resources & Recording
  - I'll send out a follow-up email late-week, early next week
  - Recording always on YouTube Channel
    - <https://www.youtube.com/@PrepareKYCSEPP/videos>



# Today's Topic

## **Title: Fork In The Road: Ten Decisions, Challenges and Opportunities for Disaster Communicators**

When disaster strikes, you are there to make a difference – and you will be faced with decisions, challenges, and opportunities that will define success for you and the people you serve. In this session, Ed Conley will provide practical real-world perspectives on how to overcome setbacks, develop teams, respond compassionately, and serve with integrity. These practices are derived from years of working in the “eye of the storm” – from 9/11 to Hurricane Katrina, the 2010 Haiti Earthquake to Superstorm Sandy, and the Columbine School Shooting to the Deepwater Horizon Oil Spill. As communicators, it is crucial that we are prepared to make decisions amid chaos, set operational priorities, and engage with the public in the most challenging scenarios imaginable.



# Featured Presenter

## Title: Plan Your Crisis Communication Plan, PRONTO!



### Ed Conley

Author, *Promote the Dog Sitter: And Other Principles for Leading During Disasters*

Retired FEMA Public Affairs Officer

Ed served nearly three decades with FEMA, leading teams around the globe in response to some of history's most significant disasters. He has also managed national incidents and international emergencies with the (US) Coast Guard, Secret Service, Centers for Disease Control, and Department of State. Appointed as a US Liaison Representative with NATO, Ed traveled throughout Europe on emergency preparedness assignments. Before joining FEMA, he spent seven winters on the National Ski Patrol. Ed is also a public speaker and the author of *Promote the Dog Sitter: And Other Principles for Leading During Disasters*. He resides in Seattle, Washington.



# Upcoming Schedule



Email questions about this presentation to [david.davis@ky-em.org](mailto:david.davis@ky-em.org)



# Help

For more information, contact:

David Davis,  
CSEPP Public Information Officer,  
[david.davis@ky-em.org](mailto:david.davis@ky-em.org);  
(502) 607-1049



All webinars will be archived on YouTube:  
<https://www.youtube.com/@PrepareKYCSEPP/videos>



# Upcoming Schedule

All Webinars are virtual on Zoom, the 3rd Wednesday of each month, at noon, unless otherwise specified.

Registration Site:

<https://kyem.ky.gov/training/Pages/CSEPPTraining.aspx>

## 2025 Dates and Topics

- \* May-28 From Audit to Action: Building a Five-Year Communication Plan
- \* June-25 Scientific Communication: Thoughts and Considerations
- July-16 \_\_\_\_\_TBD\_\_\_\_\_

All webinars will be archived on YouTube:

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# May Webinar

## **Title: From Audit to Action: Building a Five-Year Communication Plan**

### **Featured Speaker**

**Jennifer Preston,**  
Public Information Officer  
Town of Collierville, TN

**Day:** Wednesday

**Date:** 28 May 2025

**Location:** Virtual (Zoom)

**Time:** Noon EST, 11:00 AM CST, 9:00 AM PST

**Register:** <https://kyem.ky.gov/training/Pages/CSEPPTraining.aspx>





# June Webinar

**Title: Scientific Communication:  
Thoughts and Considerations**

## **Featured Speaker**

**Steve Sugarman,**

Vice President and Corporate Health Physicist  
Summit Exercises and Training

**Day:** Wednesday

**Date:** 25 June 2025

**Location:** Virtual (Zoom)

**Time:** Noon EST, 11:00 AM CST, 9:00 AM PST

**Register:** <https://kyem.ky.gov/training/Pages/CSEPPTraining.aspx>





# CSEPP-KYEM Wednesday Webinar

**Title: Fork In The Road: Ten Decisions, Challenges and Opportunities for Disaster Communicators**



**Date: April 30, 2025**

**Featured Speaker**

**Ed Conley**

Author, *Promote the Dog Sitter: And Other Principles for Leading During Disasters*

Retired FEMA Public Affairs Officer

Wednesday Webinars hosted by  
the Chemical Stockpile Emergency Preparedness Program (CSEPP)  
and Kentucky Emergency Management (KYEM)



# Watch the Recording

## **Title: Fork In The Road: Ten Decisions, Challenges and Opportunities for Disaster Communicators**



**Date:** April 30, 2025

### **Featured Speaker**

#### **Ed Conley**

Author, *Promote the Dog Sitter:  
And Other Principles for Leading During Disasters*

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<https://www.edwardconley.com/>

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